



FULFILLING OUR PROMISES
TO THE MEN AND WOMEN WHO SERVED

2019-2020 Membership Program

Membership is the number one mission of all DAV members, chapters, departments and the national organization. Without members, we have no organization, no service programs, no corporate or individual donations, and no congressional influence. Without members we have **no purpose**. New memberships are the goal of DAV. As a reminder all new memberships count both as part-life and full-life, however we need to encourage part-life members to become full-life members. New memberships give the DAV influence in both the corporate and government arenas.

The 2019-2020 membership program is designed to:

- Have each Chapter and each District attain 100% of their goal
- Position the Department for long term success by signing part-life members using credit cards on the app on a smart phone.
- Provide for future members by raising the level of awareness of the DAV among potential members, by **personal contact**.

The 2019-2020 membership program will have one component.

- **Component 1** is recruitment plain and simple. Use your resources, such as the net prospects list, Forget-Me-Not Drives, other fundraisers, veteran events and even claims, to sign up new members to make goal for your chapter, district and the department. If possible, use the phone app to sign new members up with an easy payment plan that works for the veteran. Under the new program part-life and full life members count as new members. So, there is no need to have members pay up front in full if it is easier for them to do payments. Members that recruit a new member gets the credit for the new membership and so does the chapter that receives the new member.

Chapters reaching out to Prospective Members on the Net Prospect List will be reimburse up to \$500.00 for the combined printing and mail cost to send letters

until the \$3500.00 set aside for mailings in the membership fund is spent. First come – First serve.

CUT-OFF DATE FOR AWARDS

30 April 2020

- Chapter Awards**
- Individual Recruiting Awards**

(Validated by DAV National Membership Department data report dated 1 May 2020)

DAV Department of Wisconsin Membership Awards Program

Criteria

Chapter/Member Awards are based on establishment of *New Membership*. Individuals and Chapters eligible for the Membership Awards will be based on each New Membership.

AWARDS

To make the Membership Awards Program more rewarding for DAV Members and Chapters who recruit **NEW** members, DAV Department of Wisconsin will award all current DAV Chapter Members who recruit a minimum of 10 new members and DAV Chapters who recruit 5 new members*. **Note: When new members are recruited, please do not hold the Membership Application until the last minute.** Validation will be made using data obtained from the DAV National Membership Department (Population Summary and Recruitment Report) using the above published dates to determine awards eligibility.

Individual Recruiting Awards

Any DAV Department of Wisconsin Chapter Member will receive \$100 if they recruit 10 members and if they recruit 20 members, they will receive \$200. All Chapters that make goal by Fall Conference will be put in a raffle to win \$500. Chapters that have the highest goal percentage in their division will be awarded \$500. The division breakdown will be the same as LVAP. The cutoff date for recruitment awards is **30 April 2020**.

***This is a graduated awards scale for members.**

**NSOs are excluded from the competition for Individual Recruiting Awards*

Member Awards

10 members recruited by member = \$100

20+ members recruited by member= \$200

Chapter Awards

Fall Conference Made Goal Raffle Winner \$500

Department Convention Division 1 Winner by Highest Percentage \$500

Department Convention Division 2 Winner by Highest Percentage \$500

Department Convention Division 3 Winner by Highest Percentage \$500

Top Recruiter Awards

Recruitment of 5 new members is the minimum requirement to earn a “Top” Award

- 1) DAV Member “Top Recruiter” Award - \$250.00 plus Recruiter of the Year Plaque**
- 2) National Service Officer (NSO) “Top Recruiter” Award - \$100.00 + Letter of Appreciation **Please join the DAV Auxiliary (DAVA) or attempt to recruit members for the DAVA****

Important Note: DAV Lifetime Membership cost is going up to \$300 as of January 1, 2020 for ages 79 & younger. 80 and up will still be free. Members should try to recruit their goals as fast as they can to save potential members some money.

Sincerely,

Matt Kempainen

Sr. Vice Commander

Membership Chairman

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